

The Overseas Press

BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

35 EAST 39TH STREET, NEW YORK 16, NEW YORK



Vol. 14, No. 23

June 6, 1959

NOT THESE DATES ON YOUR

CALENDAR



Tues., June 9 – Recognition Night and Reception for New Members. 6:15 p.m. (See story, page 3.)

Wed., June 10 – Outing to Bear Mountain. (See story, page 3.)

Mon., June 15 – Open House. Conference on "European Communities." Cocktails, 6:15, dinner, 7:00, discussion, 8:00 p.m. Reservations at OPC.

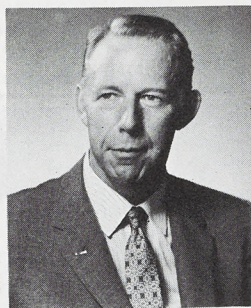
Sat.–Sun., June 20-21 – Rose Festival, Newark, New York. Reservations at OPC.

Andrew Berding Writes on John Foster Dulles

by Andrew H. Berding
Assistant Secretary of State
for Public Affairs

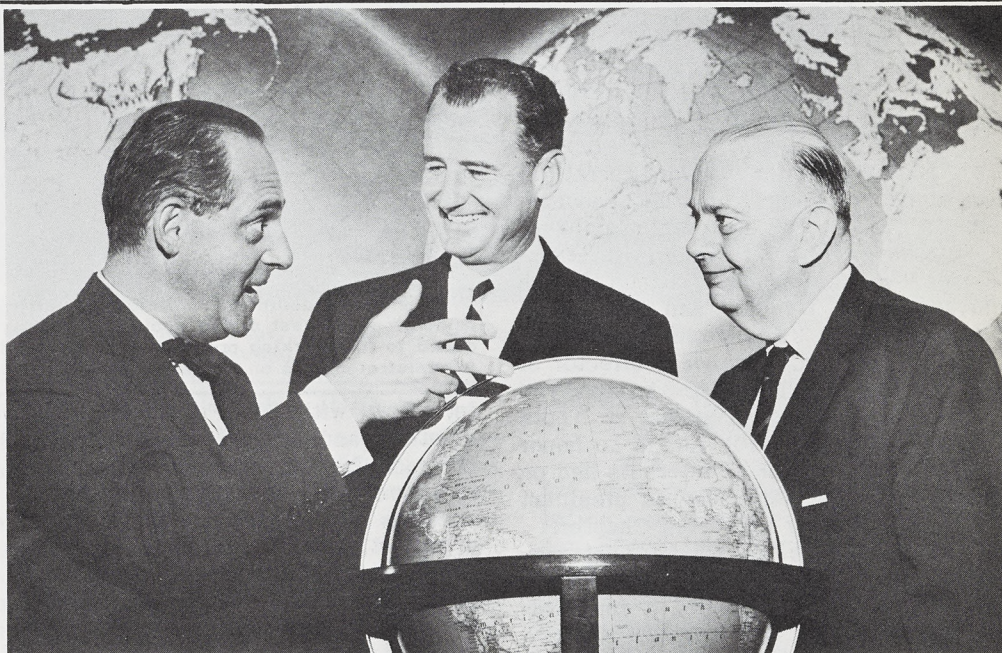
(Special to The Overseas Press Bulletin)

I traveled more than 200,000 miles by plane with the late Secretary of State John Foster Dulles. I was with him on the last trip he made in pain and discomfort just three months ago to London, Paris and Bonn. I have been with him in health and happiness, in sickness and crisis. I saw at close hand the tremendous determination that impelled him; I learned to admire his incisive mind; I came to have a deep affection for him because of his kindness and thoughtfulness.



The aerial BERDING voyages John Foster Dulles made to foreign conferences or to confer with the statesmen of other countries will always be an integral part of his story as Secretary of State. He was not the first Secretary of State to fly to foreign conferences (the other Secretary of State with whom I was so closely associated, Cordell Hull, made the first such flight

(Continued on page 5.)



WHEN SENATOR GEORGE A. SMATHERS (D, Fla.), center, was guest of the OPC at luncheon Tuesday, June 2, he met in the Club Memorial Library with OPC Vice President Ben Grauer (left) and Phelps Phelps, former U.S. Ambassador to the Dominican Republic and U.S. Governor of Samoa, for talk on global affairs. Smathers, chairman of the Senate Interstate and Foreign Commerce subcommittee, called for a change in U.S. policy toward Latin America, to include, among other points: "a total shift away from military aid to Latin America" and a revision of the Development Loan Program.

AMBASSADOR LODGE SPEAKS AT OPC HEARST NIGHT

The free world can win the minds of men because "we have the most appeal," Henry Cabot Lodge, U.S. Ambassador to the UN, told a capacity audience at the OPC May 28, celebrating "Media Night" in honor of the Hearst organization.

Led by Hearst newspapers' editor-in-chief William Randolph Hearst, Jr., virtually every top news executive in the organization was present. Hearst writer and OPC Past President Bob Considine was toastmaster.

"To Improve Must Enslave"

"We can get the initiative in the battle for minds of men," Ambassador Lodge declared. "We can get it, because we have the most appeal. We can improve the economic life of men without violating their civil rights. The Communists can't, because to improve they must also enslave."

Warning that "we live in a dangerous world," Ambassador Lodge said that "we are aware of the danger" only be-

cause our people have been well informed. He praised the Hearst newspapers for the key role they played in changing American public opinion from forty per cent favoring the UN to ninety per cent.

Nine Years on Herald Tribune

The diplomat reminded the OPC gathering of his nine years as a newspaperman on the staff of the N.Y. *Herald Tribune*, which he called the "most priceless experience in the world," because it has helped him on numerous occasions in winning public opinion for the U.S., or neutralizing a possible propaganda victory by the Russians.

During the dinner, Karl von Wiegand, 84-year-old chief foreign correspondent for the Hearst newspapers, was honored with an OPC gold life membership card.

Presented by Considine for the Club, the card was received for von Wiegand, now in retirement in Cairo, by 81-year-old H.V. Kaltenborn.

(Continued on page 3.)

PEOPLE & PLACES

CBS News' *Bernard Eismann* back at work after completing CBS Fellowship year at Columbia — he took an M.A. in East Asian Affairs...*Latin American Report's* *Bill Gaudet* off to Lima, Peru and points adjoining for a series on South America...NBC producer *Gene Jones* and wife to U.S.S.R. on business for five weeks — then vacation in Soviet Central Asia...*Sonia Tomara Clark* summering in Europe, Sweden and Russia.

Hal Lehrman back in New York after nation-wide lecture tour on his ten months in North Africa and Middle East, for *N.Y. Times Magazine*, *The Reporter*, *N.Y. Post*, others...*Gene King*, U.S. program director for Radio Liberation, now at network's programming headquarters in Munich for a month's study of operations...*H.V. Kaltenborn* in Cambridge, Mass. next week to attend fiftieth Harvard Class Reunion and to address Class Dinner on "The World in Our Half-Century"...*Arch C. Hancock*, director of PR for Remington Rand Co., being given testimonial luncheon Tuesday at Toots Shor's by American PR Ass'n. to honor him for his humanitarian interests and on occasion of his retirement as president of APRA's Greater New York Chapter.

Lawrence Stessin, management professor at Hofstra College and former *N.Y. Times* reporter, named a contributing editor of *Dun & Bradstreet's Dun's Review and Modern Industry*...*Fairleigh Dickinson University Vice President Clarence R. Decker* leaves on summer tour of West Africa, Middle East, Turkey and Russia with twenty University professors on June 13...*Dorothy Omansky* conducted a PR Workshop at the Annual Convention of the New Jersey Branch of the American Ass'n. for the UN.

A picture from *Charles Trieschmann's* Family of Man collection — a one-legged Moroccan boy, playing soccer by himself on the beach — was used as full-page ad in May 21 *N.Y. Times*; the ad was for *Coronet* magazine where picture appears in June issue...*Father Albert J. Nevins*, editor, *Maryknoll*, elected vice president of Catholic Press Ass'n. of U.S....*Nanette Kutner's* article, "Ross Lockridge, Jr. — Escape from Mainstreet," featured on cover of *Saturday Review*, scheduled for *Saturday Review Treasury* (an anthology about writers) to be published by Simon & Schuster in October...*Leon Dennen* back from Havana for series on Fidel Castro's Cuba for NEA...*Parents'* magazine vice president *Robert S. Cramer* and wife became parents last month of daughter, *Cathy Ann*.

Myra Waldo and husband *Robert Schwartz* to Europe — in Venice they'll see *Overseas Press Bulletin* Yugoslavia correspondent *Bill Berns* who will fly in from NBC post in Belgrade...*Arky Gonzalez* in *Cosmopolitan* in July with

KING BAUDOUIN AT OPC PRESS RECEPTION



King Baudouin of the Belgians (left) greeted by OPC President John Wilhelm when the monarch was guest of the Club at a press reception on May 27. The 28-year-old king, introduced to the working press of New York and OPC members by Cornelius Ryan, OPC program administrator, was on a three-week tour of the U.S. which ended Monday.

interview with Dr. Frank Caprio, psychiatrist and author; he also has book contract from American Heritage for a history of American aviation.

Hans Hinrichs, Rahr Malting Co. vice president, took Wagner College's annual Distinguished Citizenship Award "for unquestioned qualities of leadership through his contributions to the welfare of the community," on June 1...*A.E. Kessler* had article on family travel in *N.Y. Times* travel section May 24...*Free-lancer David Drew Zingg* to Buenos Aires on jet story for *Life en Espagnol*, to Bermuda for *Bride's Magazine*.

Frances Borden, in the hospital for nearly a month with hepatitis, is now almost completely recovered...*Ben F. Carruthers*, formerly account director at Communications Counselors, Inc., served as Press Attache to the New York Belgian Consulate General in May; helped coordinate visit of King Baudouin...*Condensation* of chapters from *Adele Nathan's Wheat Won't Wait* to be published

serially in *Children's Digest*...*Dick Barr* has moved his PR firm into new offices at 420 Lexington Ave.

Joel O'Brien, NBC TV Educational TV producer, has another run of his "Briefing Session" series being shown around the country — Channel 4 in New York Sunday at 2:00 p.m., *Edward Barrett*, dean of Columbia Journalism, is host, associate producer is *Joan Seaver*...*Chet Long*, news director for CBS-TV and Radio, Columbus, Ohio, to Germany for films and tapes...*Donald E. Lynch*, director of PR, Mutual Benefit Life Ins., Newark, N.J., elected president of Advertising Club of New Jersey...*Robert Skidmore* is in the *Saturday Evening Post Stories* of 1958 with his "O My Lovely Caroline" as one of twenty best stories published in 1958.

Your Overseas Press Bulletin Issue
Editor This Week Is: Ralph Major.

Managing Editor: Barbara J. Bennett.

The Overseas Press Bulletin is published weekly by The Overseas Press Club of America, Inc., and sent air mail to all overseas points. Subscription price: OPC members, \$8.00; non-members, \$20.00. Address all communications to Barbara J. Bennett, Managing Editor, The Overseas Press Bulletin, 35 E. 39th St. New York 16, N. Y. Tel.: MU 6-1630. Cable: OVERPRESS NEWYORK.

OFFICERS: John Wilhelm, President; Ansel E. Talbert, Ben Grauer, John Luter, Vice Presidents; Will Yolen, Secretary; Franz Weissblatt, Treasurer. BOARD OF GOVERNORS: Lawrence G. Blochman, Richard de Rochemont, Pauline Frederick, William L. Laurence, Larry LeSueur, Marshall Loeb, William R. McAndrew, Dorothy L. Omansky, Will Oursler, Harrison E. Salisbury, Sigrid Schultz, Stanley M. Swinton, Joe Wurzel. Alternates: Leon Dennen, Henry Gellermann, George A. McDonald, Joseph C. Peters.

PAST PRESIDENTS: Cecil Brown, W. W. Chaplin, Robert Considine, John Daly, William P. Gray, Burnet Hershey, Frank Kelley, Lucian Kirtland, Louis Lochner, Eugene Lyons, Wayne Richardson, J. Clifford Stark, Lowell Thomas, Thomas P. Whitney, Wythe Williams (deceased).

BULLETIN COMMITTEE: Marshall Loeb, Chairman; Paul Grimes, Vice Chairman; James Quigley, Articles Editor; George Bookman, Business Manager; Jay Axelbank, Allyn Baum, David Burk, Charles Campbell, Robert Dunne, William Foster, Henry Gellermann, Ralph Major, Paul Miller, William Payette, Dan Priscu, Leon Theil, Thomas Winston.

CORRESPONDENTS: Paris, Bernard Redmont; London, Joseph Grigg; Berlin, Gerhard Stindt; Tokyo, Stuart Griffin, Gene Kramer; Warsaw, A. M. Rosenthal; Rio de Janeiro, Denny Davis; Singapore, Don Huth; Hong Kong, Jim Robinson, Stanley Rich; Caracas, Everett Bauman; Madrid, Louis Nevin; Cairo, Wilbur G. Landrey, Joe Alex Morris, Jr.; Frankfurt, Phil Whitcomb; Sydney, Albert E. Norman; Israel, Marlin Levin; Zurich, William A. Rutherford; Yugoslavia, William A. Berns; Taipei, Geraldine Fitch; Mexico City, Marion Wilhelm; Ottawa, Tania Daniell; Manila, Jim Becker; Honolulu, Robert Tuckman; Panama, Crede Calhoun; Hollywood, Joe Laitin; Washington, Jessie Stearns; Saigon, Joseph Nerbonne; Bonn, J. Herbert Altschull; New Delhi, Donald Connery; Montreal, John Alius; Moscow, Aline Mosby; Africa, Henry Toluzzi; Buenos Aires, Sam Summerlin; Roving Correspondent: Cornelius Ryan.

Wynn Named Chief

Wilton Wynn was named chief of AP's Cairo bureau last week. The change is coincidental with the raising of the Cairo office to bureau status.

The bureau remains under the overall regional supervision of *Tom Masterson* as chief of Middle East services. His headquarters are at Beirut.

Wynn has been correspondent in charge of Cairo for the last four years. He is author of *Nasser of Egypt: The Search for Dignity*.

Wynn, 38, joined AP in 1951 at Beirut and has worked exclusively in the Middle East. He became a regular member of the news staff in December 1953.

TO ATLANTIC CONGRESS

Edgar Ansel Mowrer, editor of *Western World* magazine; *Ruth Hagy*, producer and moderator of ABC-TV's "College News Conference," and *Mary G. Roebling*, president and chairman of board of Trenton (N.J.) Trust Co., to London as delegates to the June 5-10 Atlantic Congress, sponsored by the Parliamentarians of NATO nations as part of NATO tenth anniversary.

Mowrer is a member of the Congress' board and of its political committee; Mrs. Hagy was vice chairman of the NATO Tenth Anniversary Celebrations in Washington in April.

SLAPPEY HONORED

Sterling Slappey, AP sports editor in London, was made a life member of the British Golf Writers Ass'n. in a ceremony at the British Amateur Championship.

Only two other non-Britons have been similarly honored since the organization was formed twenty-one years ago.

Frank Moran, Scottish president of the Association, said: "There are three institutions in the promotion of good American-British relations through golf — the Ryder Cup, the Walker Cup and Sterling Slappey."

TIMES NEWS

Back in New York on three-month home leaves are *N.Y. Times'* men *Arnaldo Cortesi* from Rome, *Bill Blair* from Paris, *Arthur Olsen* from Bonn and *Elie Abel* from New Delhi.

Foster Hailey is scheduled to leave Cairo this month and has asked for re-assignment to the city staff. Jay Walz, in Ankara for the last year, moves to Cairo.

No full-time staff man is to be assigned to Turkey for the present. It will be a port-of-call on the Middle East beat.



Ambassador Lodge, Kaltenborn, William Randolph Hearst, Jr., and Considine at OPC Hearst Media Night on May 28.

RECOGNITION NIGHT JUNE 9

The OPC will hold a "Recognition Night" honoring 1958-59 Club officers and a reception for new members and their sponsors on Tuesday, June 9.

As part of the program, an OPC tradition, Past President *Thomas P. Whitney's* picture will be added to the official gallery in the Club's lobby. He will also be presented with a memento of his term in office.

New members will meet officers of the Club, the Board of Governors and Past Presidents. Sponsors of new members are also invited to attend to assist with introductions.

Plans for the evening include a "surprise" program which will not be previously announced.

The reception is at 6:15 p.m. An informal supper will follow.

BEAR MT. TRIP JUNE 10

An all-day trip "out in the open" is scheduled for OPCers on June 10 when they take a boat trip up the Hudson River to Bear Mountain.

The Hudson River Day Line has set aside a private parlor on the boat for the group. Bar service, dancing and entertainment will be available during both trips.

OPCers may eat lunch on the boat, bring their own picnic lunches or may eat at the Bear Mountain Inn. Swimming, softball, shuffleboard and other outdoor sports will be available.

Cost of the trip has been changed to \$2.00, exclusive of lunch, drinks, and outdoor sports.

The boat will leave at 10:00 a.m. and arrive back in New York at 7:45 p.m. Reservations at OPC until June 9.

LODGE AT HEARST NIGHT

(Continued from page 1.)

In thanking the OPC, Hearst expressed pride in the far-flung Hearst organization, particularly the comparatively new Hearst Headline Service. This small organization, he pointed out, covers the world with only a handful of men, a feat made possible by the jet age.

Hearst flew in by jet from Los Angeles to attend the Media Night and to receive the Club's greetings from President *John Wilhelm*.

Hearst Executives Attend

Among the Hearst news executives attending were *Frank Conniff*, national editor of Hearst newspapers; publisher *J. Kingsbury Smith* of the *N.Y. Journal-American*; publisher *Charles McCabe*, executive editor *Glen Neville* and *John R. Hearst, Jr.*, of the *N.Y. Mirror*; *Frank C. McLearn*, general manager, *King Features*; *John J. O'Connell*, editor, *American Weekly*; *Milton Kaplan*, editor, *Hearst Headline Service*; and *Caleb Stratton*, editor-in-chief, *Hearst Metrotone News*.

OPCers from the Hearst organization who participated included: *John A. Brogan, Jr.*, *George Carroll*, *G. Sumner Collins*, *John de Lorenzi*, *Joseph Faulkner*, *James P. Flowers*, *Jimm Galligan*, *L. B. Gnaedinger*, *E. M. Gundy*, *Lou Levick*, *Jack Le Vien*, *Charles Robbins* and *Joseph Willicombe, Jr.*

Chairman of the evening was *Leo J. Margolin*--assisted by *de Lorenzi* and *Willicombe*.

FRED KERNER MARRIED

Fred Kerner, executive editor of *Crest* and *Premier Books* at *Fawcett Publications*, married to *Sally Dee Stouten*, former assistant librarian at AP (May 18.)

THE CARE AND FEEDING OF EUROPEAN NEWSMEN

by Maurice H. Bood

A PR assignment in Europe requires solid eating habits, one pair of waterproof shoes and patience. The last item helps to overlook sharp anti-British comments blooming in the Common Market area.

Actually, Army School had revealed to us in 1951 the difference between English-speaking insulars and Continentals. The latter had been divided into four groups...the Latins, the Germans, the Slavs and "the others."

"The others,"...Scandinavians, Finns, Celts, the Mafia, the Gypsies, the Catalans and Salvador Dali's admirers.. had, we were told, mushroomed, forming special communities with special motivations, special needs and special press releases.

We took it for granted that European public relations work (with a bow to the Heinz 57 varieties) involved the sampling of several "soups." One had to fill each can with the proper recipe to communicate with the Old World.

However, and here is the gist of our story, editors, reporters, stringers and PIOs were to be treated as "very special overseas patients" (VSOP). Perhaps this just goes to show that the Army still prefers a good Cognac bottle to the more prosaic tin can of soup.

Two Towns—Two Worlds

Holland has only one national bean soup, two capitals, eleven million potential customers, and an extremely well-organized Water Department...and ninety-five percent of its daily press output going to life-time subscribers.

The following conversation overheard at a de luxe PR luncheon in The Hague helps explain the two worlds separating the conservative, righteous, diplomatic Haguenaar from the practical, down-to-earth tolerant Amsterdam burger. Only a few of the press guests had shown up for the luncheon, but nevertheless a "complete" bill was presented immediately after the coffee.

"It covers twenty full luncheons and we are only six," said the host.

"I see," replied the *maitre d'hotel* without batting an eyelash "that you, sir, are from Amsterdam."

"Yes, I am. But you obviously aren't. Will you please wrap up the remaining fourteen meals to take out. Put them on the back seat of my car. The doors are open."

Provincialism still is a strong feature in Europe. For various reasons editors will mix up commercial interests and politics along with public relations. One day a foreign editor of a Catholic daily quipped to a young Protestant free-lancer going to the USSR:

"We may take your stuff even though you are not on our wave length. But if a commercial group is organizing your trip you had better go next door."

Next door, in this instance, was the office of the *Waarheid*, the Dutch Communist newspaper, which often accepts material without payment.

Whom Do You Feed?

A French aircraft company decided, a few years ago, to show its factories to a group of newsmen from German-speaking eastern France. And then the question. Who was to be on the guest list?...Publishers? Sports editors? Editors? Leave the local papers out of it? Have an open house?

Eventually the affair was arranged. Then came the newspaper comments. "Pure advertising," commented a south France regional daily. "Good public relations, but not news," snapped another paper. Still another noted that "We made our point a long time ago; we don't see the need to spend all this money on French newsmen." Nevertheless the Alsatians went home impressed.

Although the French prefer not to emphasize the fact, their recent acquaintanceship with the public relations world has taken on remarkable proportions. Actually in its closing days the Fourth Republic had engineered some PR campaigns. One of its most imaginative undertakings was to fly German industrialists, bankers and publishers to North Africa for a look-see at the industrial potential of the area.

But the Fifth Republic has gone further. Its attitude toward PR can perhaps be ascertained best from this fact. The De Gaulle government called home its press attache in New York and appointed him as a PR specialist to the French White House.

And then there is the statement of Roger Frey, minister of information. At a dinner given by the *Union Nationale des Attaches de Presse* in April he said good PR is a "must" for government as well as for industry. He added that his government would assist PR men.

"However, you must understand, gentlemen, that my ministry has only twenty-five million francs for the next fiscal year and those are entirely allocated to our technical services," he added.

Translated this means that subsidies and tax cuts on PR salaries and a statutory law are not to be gained this year (accredited French newsmen get a legal twenty-five to thirty percent flat tax deduction).

A trade paper took a strong editorial stand...on this...and noted: "We don't think that PR men are entitled to the legal and financial benefits set forth

by the 1935 law which stipulates that a newsman must be free to think and write honestly what he believes."

The same editorial concluded: "Of course, the news trade being clogged, many of our colleagues must look elsewhere for their daily bread."

Dr. Heinz Holldack, a German press attache and the former editor of a Munich paper, mentioned during a conversation that nobody could pretend to cover the whole press of the German Federal Republic in one PR campaign. For one thing, commercial rivalry between towns is intense, necessitating a customs-made approach. A start in Munich may jeopardize success in Hamburg.

Then how do you do it?

The answer came to me one day from a Viennese stringer, resident in Monte Carlo. "In Monaco, my dear friend, burn Onassian candles."



BOOD
division of an American firm.

Maurice H. Bood is a Dutch-born, French-American educated American. He has worked with Swiss papers and the Agence France Presse, now is with the international public relations division of an American firm.

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BERDING ON DULLES

(Continued from page 1.)

to the Moscow Conference in October, 1943); but he flew far more often and greater distances than any of his predecessors. As Secretary of State he traveled well over half-a-million miles, or more than twenty times around the world.

Source of New Life

He liked these trips. Not only did he think them essential in the conduct of modern diplomacy. They were also a source of new life. To myself I used to liken him to the Mythical god Anteus, whose mother was the Earth, and who gained renewed strength each time he touched foot on the earth. Often I have heard Mr. Dulles say, "When I put foot on a plane (that is his own phrase) I can relax. The door won't open and someone come in with a new problem. The telephone won't ring with someone needing to talk to me."

He might have arrived at the airport in a last-minute rush of appointments and decisions, and a final talk with the President, but after he boarded the plane the strain of the departure left him as by magic. Within ten minutes after we took off he would shed his coat and put on a tan-colored, loosely fitting sweater-jacket, which generally became his garb for the remainder of the flight.

Much Work on Trips

Mr. Dulles did considerable work on these trips, but even these labors seemed relaxing on the plane in contrast to the driving pace he set himself in his office. He liked to work on the plane. From the moment of take-off his mind seemed to cast itself forward to the capital or conference of destination. He went over papers outlining the U.S. position and prospecting the positions of the other participants. He revised and rewrote drafts of speeches he would make during the conference. Sometimes he would dictate a whole speech — he had an incredible facility for dictating fluently and cohesively — to the faithful private secretary, Miss Phylliss Bernau, who accompanied him on virtually all his flights. He also went over the statement he would make to the press on arrival, and sometimes Miss Bernau would be working away at her electric typewriter even as the plane was landing.

He always held meetings on the plane with the top associates who accompanied him. These meetings, conducted in the tail section of the plane, were informal, with Mr. Dulles sitting at one end of a divan, one or two others sitting beside him, and two or three on

the opposite divan.

If he were not working, he enjoyed reading detective novels, or conversing with Mrs. Dulles or a member of his staff. If the trip were long, particularly the flights across the Pacific, he delighted in several rubbers of bridge. He was good at the game, played slowly, and, averaging out all the rubbers in which I took part, was the top winner.

He enjoyed a drink before luncheon, and a drink or two — generally rye whiskey — before dinner. He and Mrs. Dulles, who invariably was with him, always invited one of the party to have luncheon or dinner with them in their section to the rear of the plane.

Slept Well on Plane

He could sleep remarkably well on the plane even when the weather was rough.

Mr. Dulles summed up to me several times, in about these words, the store he set on his personal trips to see foreign statesmen or attend foreign conferences:

"You can read cables day after day from the most capable Ambassador, and you can send cables, but you can get a still better understanding of a situation and get your ideas across more convincingly by sitting down with your counterpart and talking frankly. Then you can get a true and perhaps definitive exchange of ideas."

Berding, who entered government service in July 1948 and has had his present position since 1957, has served on the editorial staffs of the Cincinnati Times-Star, the Cincinnati Commercial Tribune, and the Buffalo Evening News. He was with the AP for thirteen years, ten of them in Europe, including five years as chief of the AP's Rome bureau and three in Washington as chief AP correspondent at the Dep't. of State.

He has been deputy director of information of the Dep't. of Defense, Office of Defense Mobilization and MSA; served as chief of the information division of the Marshall Plan Mission in Italy, and as deputy director of information for ECA.

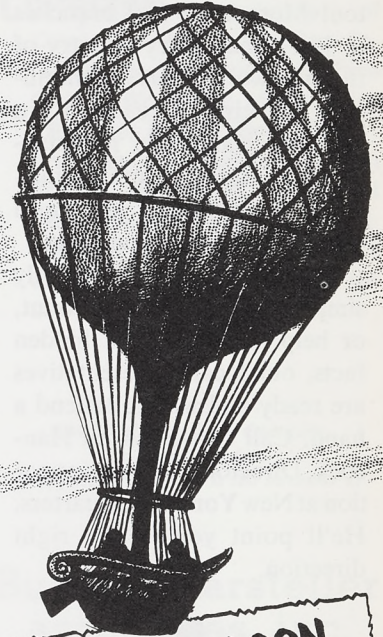
He also assisted former Secretary of State Cordell Hull in writing his memoirs.

PRESS FREEDOM DAY JUNE 7

The Inter-American Press Ass'n. has established June 7 as Freedom of the Press Day.

Dr. Alberto Gainza Paz, president of the IAPA, said in a special statement: "...Let us continue impressing upon the minds of our readers the conviction that freedom of the press is not a privilege or a monopoly of newspapers, but rather a right that belongs to all of us..."

Air Facts



2 MEN, 1 BALLOON AND NO PANTS!

ON A WINTER AFTERNOON IN 1785, JEAN PIERRE BLANCHARD AND DR. JOHN JEFFRIES SET OUT ON HISTORY'S FIRST FLIGHT OVER THE ENGLISH CHANNEL. HALFWAY ACROSS, THEIR BALLOON BEGAN LOSING ALTITUDE. TO LIGHTEN THE LOAD, THEY THREW EVERYTHING OVERBOARD—EVEN SOME OF THEIR CLOTHING. TWO HOURS AFTER LEAVING ENGLAND THEY ARRIVED IN FRANCE—WITH A NEW WORLD'S RECORD...AND NO PANTS!



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1958-59 COMMITTEE REPORTS

The following completes the summaries of reports of 1958-59 OPC Committee activity made by chairmen at the Annual Meeting on April 28:

PRESS FORUM

Among other things, the Committee presented a forum on Vice President Richard Nixon's tour of South America. The Committee recommends the following as twelve possible subjects of future "Responsibility in Communications" series forums, relating the role of the news media to:

The role of the courts in desegregation; responsibility in broadcasting; the Berlin crisis; Middle East developments; Far East developments and/or Communist China; outer space developments; labor and management developments; economic stability; reporting in Washington; the role of criticism in our culture, a discussion among critics of books, theater, etc.; "humor in news;" "as others see us" — Europe & the U.S., as researched by Committee member Edward L. Bernays. David Shefrin

REUNION

Eight reunions, for correspondents who had served in various world capitals or theatres of war, were held during the year. They included Berlin, Moscow, China-Burma-India, Middle East, London, Paris and Pacific as well as a special *Stars & Stripes-Yank* magazine reunion. Also held was a reunion of Remagen Bridge correspondents.

Among the "old pros" at the OPC for the reunions were; William L. Shirer, Frederick Kuh, *Quentin Reynolds*, Richard Hottelet, *Edward R. Murrow*, *Howard K. Smith* and Vincent Sheean. Among guests of honor were: Allen Dulles, General Holland M. "Howlin' Man" Smith and Admiral William "Bull" Halsey.

The Committee is especially grateful to *Anita Diamant Berke* and her Hospitality Committee and to Club Manager James Foley and his staff for their services. Ed Cunningham

SPECIAL PROJECTS

The Committee planned special projects among them: a conference to explore the role of the foreign correspondent in our society; an international supplement to be distributed to small town newspapers around the country with the theme "How World Affairs Affect the Small Town;" Metropolitan Educational TV — consideration of ways in which the OPC might cooperate with the International Division; and foreign language dinners.

Nothing was done with the first two projects because of lack of finances.

Several ideas were discussed with META executives. Although it was too late to incorporate them in the 1958-59 schedule, it is hoped they will be

realized next year. The most promising proposal is TV interviews with OPCers returning from overseas.

The foreign language dinners were presented, about forty guests at each of the French Language Dinners; and between thirty-five and forty at the German Language Dinners. Lin Root

STUDENT AND YOUTH AFFAIRS

The Committee's main activity was arrangement of the highly successful three-day Conference of College Student Editors, sponsored by the OPC in cooperation with the U.S. Nat'l. Student Ass'n. More than sixty Club members gave generous participation. More than 125 colleges were represented; the expenses were paid by Time, Inc., *Seventeen*, the Foundation for Youth and Student Affairs and Ruth Hagy's "College Press Conference."

Your Committee arranged a similar affair in cooperation with the Columbia University Scholastic Press Ass'n., at which twenty-five selected high school editors were our guests for the afternoon.

Ruth Hagy and James H. Sheldon

TV-RADIO

The Committee was active in work with "EXCLUSIVE!" a series of thirteen films dramatizing exciting stories by OPCers along the lines of "The Big Story." The OPC will get \$750 per film as soon as they are sold and shown in America. Eighteen OPCers have received \$500 each for rights to their stories. At present the William Morris Agency is representing the producers to arrange a tie-up with one of the networks for production and showing of twenty-six pictures in addition to the thirteen now available. An approach has been made to an important name host who expressed definite, favorable interest in fronting these shows.

An arrangement was also made through General Artists Corp. for representation by Perry Como's packaging outfit, Roncom, of the Club in the production of a third TV special, "Dateline Three." "Dateline One" and "Dateline Two" have already been successfully produced on TV. In the event sponsor interest is aroused, a talent budget of about \$100,000 would be available to the OPC.

Matthew Huttner

PLACEMENT

Mrs. Muriel Matthews has been appointed to the Placement Committee. Her hours are from 9:30 a.m. to 4:00 p.m. from Monday through Wednesday. All members who are seeking employment may telephone Mrs. Matthews for an appointment, or submit five up to date resumes, indicating acceptable minimum earning.

Gerald W. Schroder, Chairman

TAX ON CUBAN SOCIETY COLUMNS?

A proposed decree drafted by the Finance Ministry of Cuba would levy a tax on social prominence as reflected in the society columns of the Cuban press, according to a UPI report from Havana.

The report said the decree, now being studied by the cabinet, would charge \$1.00 for every name mentioned in society notes, plus \$1.00 for every descriptive adjective used. Society photographs would be taxed at a rate of \$10.00 an inch and the mention of a noble title would cost \$100.

The newspapers would be required to collect the tax and allowed to keep ten percent of the money.

By these standards, a twenty-seven inch article printed by one Cuban newspaper last week describing a reception at the Argentine Embassy would have been taxed \$643.00 — \$180.00 for a picture of the hosts, \$163.00 for names and adjectives and \$300.00 for mentions of three titled Spaniards, UPI said.

"Looks like we either drop our society page or take on a big new tax burden," one publisher said. "Frankly, I think such taxes often would be extremely difficult to collect," UPI continued.

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FOR RENT: From July 10, Cushetunk Mtn., N.J., new 3-bedrm. home, partly furn., oil heat, spring water, 10 wooded acres, inspiring view, \$125. mo. Good commuting. Call Lebanon 47 J 1-3.

Classified ads billed at 50¢ per line. Copy, in writing, must be submitted no later than Tuesday noon. Ads accepted from OPC members only.

ANNAPOLIS TRIP

The OPC trip to the U.S. Naval Academy at Annapolis Md. on Friday and Saturday, July 24-25, will leave by bus from the OPC on Saturday morning at 11:00. Return is scheduled for 10:00 p.m. Sunday. Reservations at OPC.

MEMBERSHIP APPLICATIONS

ACTIVE

JOHN E. BURNS — Photographer, Burns Photography Inc. Assignment photographer for *Saturday Evening Post* since July '55 (U.S., Canada & Europe); *Albany Times Union* Sep. '47-Mar. '51. Proposed by *George Burns*; seconded by *James H. Winchester*.

NATHANIEL M. GERSTENZANG — Ass't. Foreign news editor, *N.Y. Times*, since April 1934. *N.Y. Post* 1927/34. Proposed by *Harrison E. Salisbury*; seconded by *Henry R. Lieberman*.

BETTY LUROS KNORR — Caribbean correspondent for *Army Times Publishing Co. Chicago Tribune & N.Y. Daily News* 1949/53 (Frankfurt); *Stars & Stripes* 1946/49; *Detroit Times* 1944/45; *Detroit Free Press* 1943/44. Proposed by *Irwin M. Tress*; seconded by *John Luter*.

ASSOCIATE

RAYMOND R. CAMP — Assoc. editor, *Field & Stream* magazine. *N.Y. Times* 1929/56. Proposed by *Dick Hyman*; seconded by *John R. Wilhelm*.

EVELYN KONRAD — Public relations firm. *Sponsor* magazine 1952/58; *Today's Woman* 1951/52; *Everybody's Digest* and *World Digest* 1950/51. Proposed by *Frank P. Model*; seconded by *Charles E. Campbell, Jr.*

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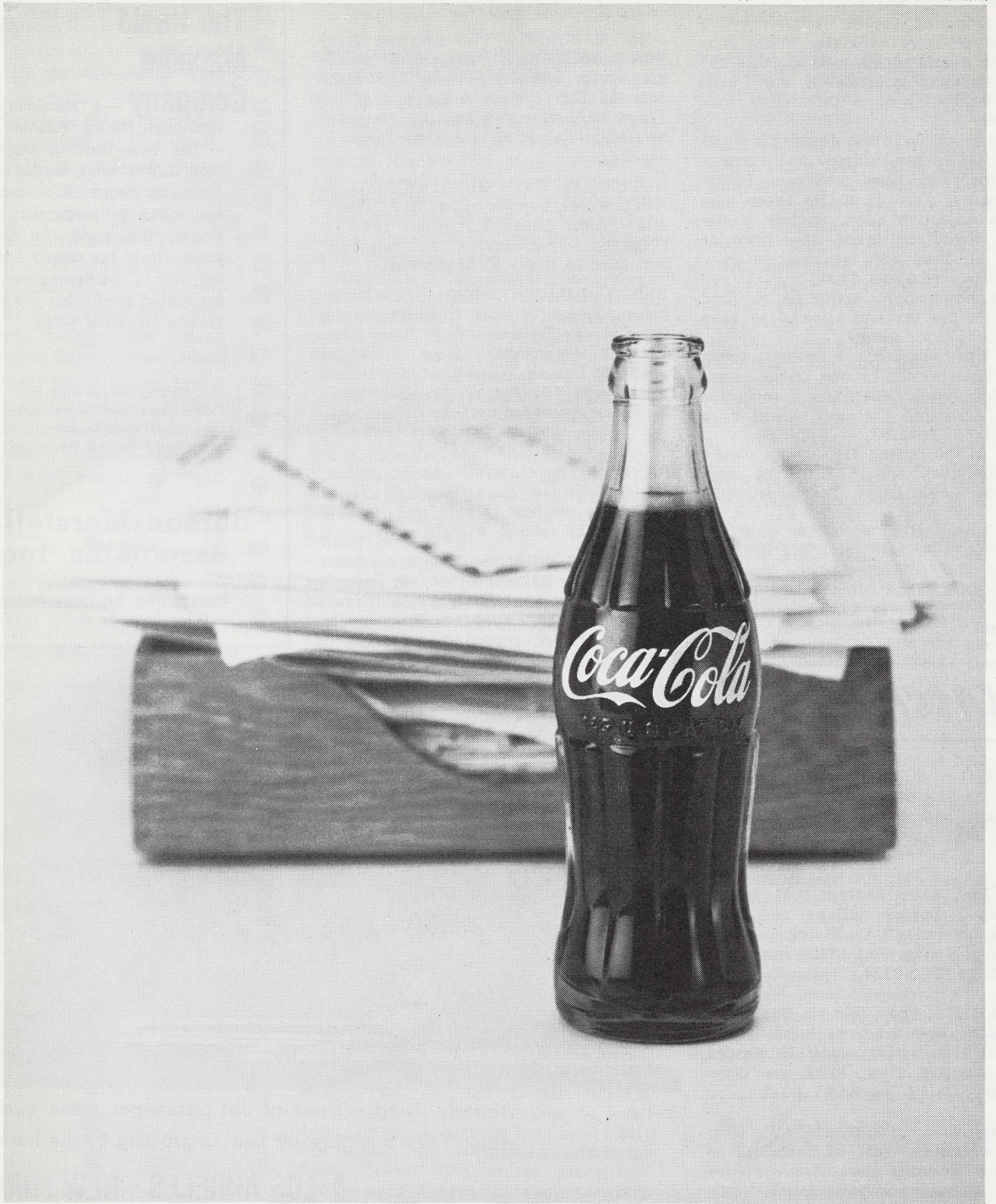
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